

LATAM 2008-2019

Conservation of Cultural Heritage in Latin America and the Caribbean

- Proposal of activities for 2010-2011 -



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LATAM (2008-2019)

WHAT IS LATAM?

LATAM is a twelve-year programme that will strengthen the capacities of conservation professionals in Latin America and the Caribbean, improve communication and exchange in the region, and increase awareness on the need to protect its valuable heritage.

WHY LATAM?

Latin America and the Caribbean contain a wealth of cultural expressions that span thousands of years. This significant portion of the world's cultural heritage is a major resource for social cohesion and development in the region, but it requires sustainable use and conservation.

As with many other parts of the world, cultural heritage in Latin American and the Caribbean is at risk of being irreversibly degraded or lost due to several factors, including:

- Environmental stress due to increasing pollution levels and climate change;
- Economic development pressures resulting from urban growth and tourism;
- Globalization pressure leading to loss of cultural identity; and
- Looting and illicit traffic.

The last 50 years have witnessed unprecedented development of conservation structures and initiatives as well as the growth of a considerable body of conservation expertise and knowledge in various countries. The impact of this development, however, has been hindered by its scattered and isolated nature, with resources unevenly distributed across the region.

The LATAM Programme has been designed to create a better approach and dialogue, permitting a harmonization and integration of efforts in Latin America and the Caribbean. Working with professionals and institutions in the region, the Programme will create synergies and improve conservation of cultural heritage through:

- Joining experiences;
- Identifying common areas for action;
- Contributing tools for meaningful collaboration between conservation sectors;
- Developing mechanisms for an increase in professional mobility; and
- Developing mechanisms for increased self-sufficiency.

GUIDING PRINCIPLES FOR LATAM

The guiding principles for the Programme were defined by taking into consideration the general situation of cultural heritage conservation in Latin America and the Caribbean. Those guiding principles consist of:

- Focusing the programme for different beneficiary groups and audiences in order to have the largest possible coverage between conservation professionals and stakeholders.
- Including various interdisciplinary stakeholders and encouraging intersectorial activities.
- Having a broad participation, representation and geographic distribution, as well as a rotation of venues for the development of activities. This will enable a progressive balancing of heritage conservation inequalities in the region.
- Maximizing the involvement and use of existing structures and capacities (public and academic institutions, conservation centres, professionals, and organizations) in the different countries for the preservation and promotion of heritage.
- Encouraging and strengthening the links between universities, research centres, and established training programmes to ensure increased sustainability and return on human investment.
- Encouraging dialogue and the exchange of models and guidelines at an international level, as well as experiences and specific contexts in the region.
- Supporting a permanent exchange of experiences and increasing the communication networks and contacts between conservation professionals and institutions within the region and beyond.
- Securing and stimulating the inclusion of professionals from Latin America and the Caribbean in the design and implementation of international cooperation programmes.
- Promoting more activities in Spanish.

LATAM STRUCTURE

The Programme will have a thematic structure to ensure smooth operation. The working groups will be responsible for the coordination and implementation of those thematic activities.

The role of ICCROM will largely consist of encouraging inter-institutional collaboration and exchange in the region, as well as those from other areas who may have already worked – or may be proposing to work – on similar topics to those identified by the Programme. The aim is to avoid unnecessary duplication of activities and favour synergies that could produce much more enriching results.

ICCROM and the associated institutions will develop strategies to secure the required resources for the management structure of the Programme, as well as to implement the proposed activities.

The LATAM Programme will be divided into three phases:

2008-11	Initial phase
2012-15	Implementation phase
2016-19	Consolidation phase

At the end of each phase, evaluations will be carried out to make sure that all objectives are being met, and if necessary, modify the strategies or policies.

Management structure

LATAM's management system is formed by three operative and decision-making levels:

- Working groups - Operative function
- Executive Committee - Coordination and management function
- Advisory Committee - Strategic advisory function

More detailed information on the structure and the associated policies can be found at ICCROM's web page.

INITIAL THEMES FOR LATAM

For the initial phase of the Programme (2008-2011) five working groups have been formed based on the themes below. The objective is for these groups, which are open to conservation professionals, to expand and include more countries and institutions.

- Training and education
- Fight against illicit traffic of cultural heritage
- Economic indicators for conservation
- Risk management
- Information and documentation

LATAM was designed based on a programmatic model, which began with the evaluation of needs in the region and was followed by the formulation of goals and objectives that should lead to sustainable results.

The guiding principle of this Programme is to establish a broad framework containing the individual activities of the working groups, as well as ensuring that the end result is larger than the sum of the parts.

Financial resources for LATAM will come from extra-budgetary sources, as with other regional ICCROM programmes. The success of LATAM will require the financial, human and technical support of all ICCROM Member States, and especially those in Latin America and the Caribbean. The activities described below can only be implemented if such support is obtained.

Proposed activities for 2010-2011

1. Education and training working group

Participants:

- Luiz Antonio Cruz Souza (Coordinator) - Escuela de Bellas Artes, Universidad Federal de Minas Gerais, Brazil
- Liliana Giorguli Chávez – Escuela Nacional de Conservación, Restauración y Museografía (ENCRYM), Mexico
- David Cohen - Universidad Externado de Colombia, Colombia
- Adriana Cruz Lara – Instituto Nacional de Antropología e Historia - INAH, Mexico
- María Mercedes García Santana – Centro Nacional de Conservación, Restauración y Museología – CENCREM, Cuba
- Elina Tassara – Facultad de Arquitectura, Urbanismo y Diseño, Universidad Nacional de Mar del Plata, Argentina



Activities:

1. Analysis of training institutions

Identify institutions in Latin America and the Caribbean offering courses in cultural heritage conservation.

2. International meeting

International meeting of institutions dedicated to conservation training in the region.

3. Course

Organization of a course in Spanish, aimed at conservation professionals who could disseminate the information and knowledge acquired. One of the ICCROM regular courses can be used as a basis, adapting it to the Latin American and Caribbean context.

Budget*:

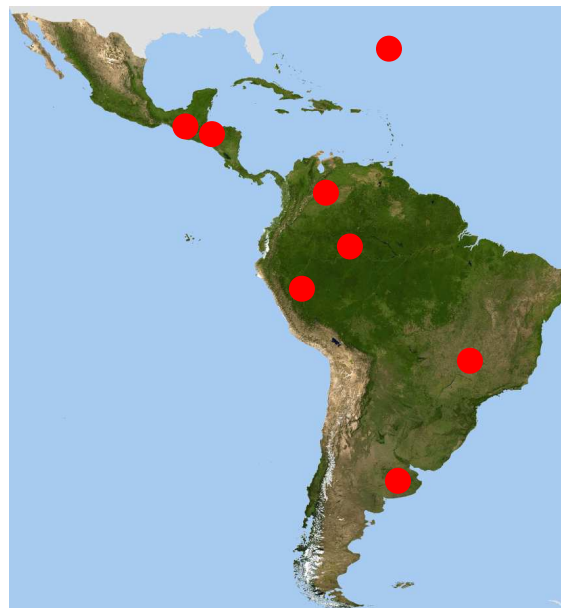
Activities	Budget from Organizations in the Region	Budget from International Organizations	Total
Activities of the Education working group	€9.350,00	€122.650,00	€132.000,00

*For a detailed budget, refer to the end of the document

2. Illicit traffic working group

Participants:

- María Isabel Gómez Ayala (Coordinator)
– Dirección de Patrimonio, Colombia
- Blanca Alva Guerrero - Instituto Nacional de Cultura (INC), Peru
- Claudia Cabouli - Dirección Nacional de Patrimonio y Museos, Argentina
- Lina Nagel - Dirección de Bibliotecas, Archivos y Museos (DIBAM), Chile
- Alberto Deregibus - Comando Carabinieri Tutela del Patrimonio Artistico, Italy
- Blanca Niño Norton – Consultant, Guatemala
- Omar Alexis Talavera Sevilla - Instituto Hondureño de Antropología e Historia (IAHA), Honduras
- María Lupita Meneses Peña - Ministerio de Culturas, Bolivia
- Wívia Diniz – Instituto do Patrimônio Histórico e Artístico Nacional (IPHAN), Brazil



Activities:

1. Research and publication of repatriation cases

Successful repatriation cases will be sought, analyzing how the objects were given back to their county of origin. Unsuccessful cases will also be analyzed, in order to understand existing problems. From the successful cases, procedures or protocols which may be useful for the region. These results could also be important elements for the analysis of possible modifications to the UNESCO 1970 Convention (Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property), which several countries have requested.

2. Publication for customs and police staff

A publication aimed at helping police and customs staff will be developed. It will include useful elements to identify cultural heritage, as well as references to procedures for the export and import of objects, so that the customs and police staff are aware of obligatory norms, as well as legislation existing in various countries.

3. Regional campaign to fight against illicit traffic

A regional campaign will be developed to garner support in the fight against illicit traffic.

Budget*:

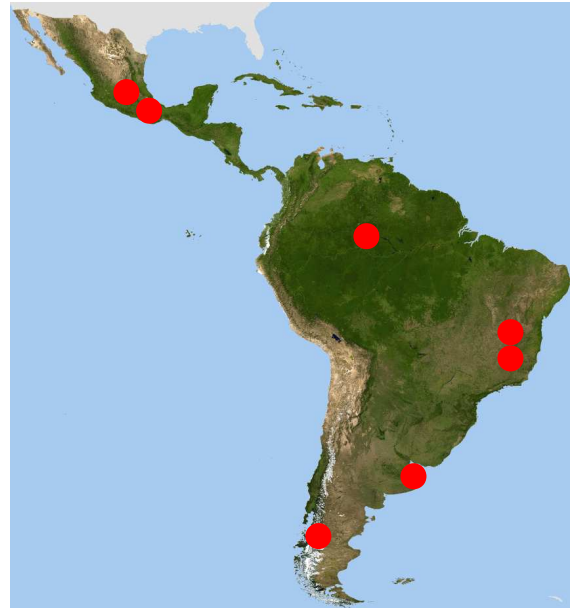
Activities	Budget from Organizations in the Region	Budget from International Organizations	Total
Activities of the Illicit traffic working group	€8.000,00	€96.500,00	€104.500,00

*For a detailed budget, refer to the end of the document

3. Economic indicators working group

Participants:

- Silvio Mendes Zancheti (Coordinator) – Centro de Estudos Avançados da Conservação Integrada (CECI), Brazil
- Claudia Ranaboldo (Assistant Coordinator) – RIMISP – Centro Latinoamericano para el Desarrollo Rural, Bolivia
- Alfonso Govela – Alfonso Govela Arquitectos, Mexico
- Luz de Lourdes Herbert Pesquera – Instituto Nacional de Antropología e Historia (INAH), Mexico
- Raúl Hernández Asensio – Instituto de Estudios Peruanos (IEP), Peru
- Lúcia Hidaka – Centro de Estudos Avançados da Conservação Integrada (CECI), Brazil
- Lorete Mattos – Universidade Federal do Rio Grande do Sul (UFRGS), Brazil



Activities:

1. Pilot research

Identify how economic indicators are presently being used in conservation in the region, as well as other countries worldwide. Based on a survey of existing information within conservation institutions in the region, create a preliminary proposal of indicators for different types of heritage.

2. International seminar

Organize an international seminar on economic indicators for conservation and their application in Latin America and the Caribbean. This will be composed of two parts. Firstly, technical and methodological aspects will be discussed. The proposed indicators and their recent uses will also be evaluated, with an emphasis on Latin America and the Caribbean. The second part will have political and strategic characteristics, in order to locate the LATAM proposal among potential users of the indicators.

3. Publication

Organize a special issue of the publication City & Time (C&T) with the main papers presented during the seminar.

4. Course

Organize a long-distance specialized course on the formulation and implementation of a management system through the use of indicators, aimed at managers and staff involved in the conservation of cultural heritage.

5. Research project for the development of indicators

Develop a research project for the development of economic indicators for the conservation of cultural heritage in Latin America and the Caribbean.

6. Transversal communication

Organize a communication system aimed at various audiences involved directly or indirectly with the conservation of cultural heritage. The purpose of this strategy is to inform these audiences of the activities of the group and their

results, as well as establish a dialogue with individuals and groups potentially interested in the topic. The system will include the development of mailing lists, a website, a bulletin appearing twice a year, and the publication of articles and reports on the activities of the group, to be presented at seminars and technical meetings on this topic or compatible themes.

Budget*:

Activities	Budget from Organizations in the Region	Budget from International Organizations	Total
Activities of the Economic indicators working group	€30.140,00	€50.600,00	€80.740,00

*For a detailed budget, refer to the end of the document

4. Risk management working group

Participants:

- Dora Arízaga Guzmán (Coordinator) – Universidad Andina Simón Bolívar, Ecuador
- Mario Omar Fernández Reguera – Universidad Externado de Colombia, Colombia
- Víctor Marín – Oficina Regional de UNESCO en Cuba
- José Luiz Pedersoli Jr. – Consultant, Brazil
- María del Pilar Salas – Dirección de Patrimonio Cultural, Argentina
- Juan Antonio Siller Camacho – Instituto Nacional de Antropología e Historia (INAH), Mexico



Activities:

1. International seminar

Understand and exchange experiences on integrated management of risks, with a focus on natural and cultural heritage. The results of the seminar will be published.

2. Census of experts and institutions

A census of experts and institutions dealing with risk management will be developed simultaneously with the above-mentioned seminar.

3. Course on risk management

A second LATAM course on risk management will be launched.

4. Regional workshops

Two to four regional workshops on specific risk management themes will be imparted based on the needs identified during the seminar.

5. Publications and dissemination materials

Materials on risk management in different formats will be produced and disseminated for institutions responsible for heritage or response in risk situations, as well as the broader community.

Budget*:

Activities	Budget from Organizations in the Region	Budget from International Organizations	Total
Activities of the Risk working group	€7.150,00	€176.550,00	€183.700,00

*For a detailed budget, refer to the end of the document

5. Group on information and documentation

Participants:

- Magdalena Krebs Kaulen (Coordinator) – Centro Nacional de Conservación y Restauración, Chile
- Marcela Cristina Cuellar Sánchez – Ministerio de Cultura de Colombia, Colombia
- Marián del Egido – Instituto del Patrimonio Cultural de España, Spain
- Rosana Kuon – Consultora, Peru
- Gina Machado – Consultora, Brazil
- Mario Micheli – Università di Roma Tre, Italy
- Amparo Rueda – Apoyo, Colombia
- Alberto De Tagle – Instituut Collectie Nederland (ICN), The Netherlands
- Solange Zúniga – ABRACOR, Brazil



Activities:

1. Research of existing publications

The research will be carried out in libraries of cultural institutions to diagnose the current state of existing Spanish language publications on the conservation of cultural heritage. This will be carried out parallel to the updating of ICCROM's library database, whose methodology will be applied to other libraries.

2. Recovery of publications in Spanish

This activity will focus on researching and rescuing existing publications in Spanish, which may have had little dissemination or may never have been formally published.

3. Identification of electronic resources

Existing electronic resources will be identified and disseminated.

4. Thematic bibliography

This research will focus on the selection and preparation of a thematic reference bibliography, with the intention of generating basic conservation libraries in a future phase of the ICCROM-LATAM Programme.

5. Translations

Material will be translated when required, as a support to the activities of other LATAM working groups.

6. Publication of a management manual

Research to prepare the contents of a management manual for the conservation of cultural heritage in Latin America and the Caribbean will be undertaken, taking into consideration the required methodological approaches, existing plans, and a selection of case studies.

7. Dissemination

Dissemination of the results of these investigations will be done through publications and through LATAM's website.

Budget*:

Activities	Budget from Organizations in the Region	Budget from International Organizations	Total
Activities of the Information and dissemination working group	€6.600,00	€273.900,00	€280.500,00

*For a detailed budget, refer to the end of the document

Sustainability of the Programme

Sustainability of the management system

In order to ensure the sustainability of LATAM in the short and long term, it is fundamental that the Working Groups, the Executive Committee and the Advisory Committee meet regularly. This implies meetings of the Working Groups based on their planned activities, annual meetings (as a minimum) for the Executive Committee, and biannual meetings (as a minimum) for the Advisory Committee.

Support staff for the Programme

In order to ensure a good functioning of the Programme, it will also be essential to have additional staff for LATAM at ICCROM, who may be fully dedicated to the follow-up of administrative activities, supporting the ICCROM staff responsible for LATAM.

It would also be essential to be able to have an additional conservation professional – possibly through a long-term secondment (each secondment having a period of one to two years) – from one of ICCROM's Member States interested in the Programme.

Budget*:

Activities	Budget from Organizations in the Region	Budget from International Organizations	Total
Activities of the Information and dissemination working group	€3.300,00	€102.300,00	€105.600,00

*For a detailed budget, refer to the end of the document

Organizations associated to LATAM



Estimated budget for 2010-2011

Activities	Regional organizations	International organizations	Total
EDUCATION GROUP			
Analysis of training institutions	€500,00	€4.500,00	€5.000,00
International meeting	€3.000,00	€32.000,00	€35.000,00
Course	€5.000,00	€75.000,00	€80.000,00
Administrative costs	€850,00	€11.150,00	€12.000,00
Total Education Group	€9.350,00	€122.650,00	€132.000,00
ILLICIT TRAFFIC GROUP			
Research and publication on repatriation	€1,000.00	€29,000.00	€30,000.00
Publication for customs and police agents	€1,000.00	€29,000.00	€30,000.00
Regional dissemination campaign	€5,000.00	€30,000.00	€35,000.00
Administrative costs	€1,000.00	€8,500.00	€9,500.00
Total Illicit traffic Group	€8,000.00	€96,500.00	€104,500.00
GRUPO DE INDICADORES			
Analysis of indicators	€1.800,00	€5.200,00	€7.000,00
International Seminar	€18.100,00	€13.700,00	€31.800,00
Publication Seminar	€2.200,00	€5.600,00	€7.800,00
Course on use of indicators	€1.700,00	€10.000,00	€11.700,00
Research indicators	€0,00	€0,00	€0,00
Communication	€3.600,00	€11.500,00	€15.100,00
Administrative costs	€2.740,00	€4.600,00	€7.340,00
Total Indicators Group	€30.140,00	€50.600,00	€80.740,00
RISK GROUP			
Regional Seminar on risks	€1.000,00	€43.200,00	€44.200,00
Census of experts and institutions	€500,00	€3.200,00	€3.700,00
Course on risks	€2.000,00	€58.000,00	€60.000,00
Regional workshops	€2.000,00	€35.000,00	€37.000,00
Publications and dissemination	€1.000,00	€21.100,00	€22.100,00
Administrative costs	€650,00	€16.050,00	€16.700,00
Total Risk Course	€7.150,00	€176.550,00	€183.700,00
PUBLICATIONS GROUP			
Research on publications	€5.000,00	€35.000,00	€40.000,00
Rescue of publications	€0,00	€20.000,00	€20.000,00
Identification of electronic resources	€0,00	€5.000,00	€5.000,00
Thematic bibliography	€0,00	€70.000,00	€70.000,00
Translations	€1.000,00	€79.000,00	€80.000,00
Publication	€0,00	€30.000,00	€30.000,00
Dissemination	€0,00	€10.000,00	€10.000,00
Administrative costs	€600,00	€24.900,00	€25.500,00
Total Risk Group	€6.600,00	€273.900,00	€280.500,00
SUPPORT FOR THE PROGRAMME			
Executive Committee meetings	€2.000,00	€12.000,00	€14.000,00
Dissemination	€1.000,00	€9.000,00	€10.000,00
Support staff	€0,00	€72.000,00	€72.000,00
Administrative costs	€300,00	€9.300,00	€9.600,00
Total Support for the Programme	€3.300,00	€102.300,00	€105.600,00
GRAND TOTAL	€64,540,00	€822,500,00	€887.040,00